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Farm Broadcasters Letter

Letter No. 2397

Jan. 27, 1989

YEUTTER CONFIRMATION HEARINGS POSTPONED -- The Senate Agriculture Committee has postponed the confirmation hearings on the nomination of Clayton Yeutter to be secretary of agriculture. The hearings are now set for Thursday, Feb. 2. USDA Radio and USDA TV plan to cover the hearings.

USDA SATELLITE TV NEWS now includes USDA Headlines, a service to bring you the latest USDA news. We will deliver USDA Headlines in a newscast format which you may air as is or take the information for rebroadcast. USDA Headlines is an effort to increase information from USDA to you. USDA Headlines will air at the top of all three Satellite News transmissions. Satellite News will continue to carry actualities and produced features. The new longer transmission times on Saturdays and Mondays will allow us to include additional material not covered in the Thursday feed. Please call Lynn Wyvill (202) 447-4330 to let us know if USDA Headlines are useful to you.

AG CHARTBOOK -- We recently acquired a limited number of copies of the "1988 Agricultural Chartbook." The charts present an overview of the current economic health of American agriculture. They graphically depict national and international economic data, as well as economic health and crop and livestock trends. Call Marci Hilt (202) 447-6445 if you'd like a copy. Media only, please.

SOIL & WATER CONSERVATION REPORT -- On Jan. 26, USDA announced a program designed to guide USDA conservation programs for the next decade. The report, by USDA's Soil Conservation Service, lists USDA's top priorities as reducing soil erosion and protecting water quality. Media copies of "A National Program for Soil and Water Conservation" are available from Marci Hilt (202) 447-6445.

YEAR OF THE BEE? The cover story of the January 1989 issue of Agricultural Research magazine is devoted to the Africanized bees, the sting-happy hybrids who have relentlessly spread. Want a copy? Call Marci Hilt (202) 447-6445.

TOSS-UP AT THE SALAD BAR -- Surging sales at supermarket salad bars prove consumers want convenience in food shopping, but a new USDA study shows how much that convenience can cost. For example, cucumbers, carrots, green cabbage, yellow onions and watermelons cost about four times more at the salad bar than in the fresh fruit and vegetable section. But, alfalfa sprouts, tuna, American cheese, domestic ham, sunflower seeds, chow mein noodles and pitted olives cost about half as much at the salad bar. Contact: Johna Pierce (301) 436-8617.

SUBSIDY EQUIVALENTS -- For the first time, GATT participants have made domestic agricultural policies a focus of trade negotiation. A wide variety of agricultural programs are now on the negotiating table. USDA recently released a Background for Agricultural Policy: "Subsidy Equivalents -- Yardsticks of Government Intervention in Agriculture for the GATT." Media copies available from: Marci Hilt (202) 447-6445. Contact: Carl Mabbs-Zeno (202) 786-1680.

SOVIET POTATO SHORTAGE & GRAIN -- The Soviet Union is suffering through a potato shortage. And, because the Soviets feed so many potatoes to their livestock, the shortage may be contributing to large Soviet grain imports this year. Contact: Ed Cook (202) 786-1624. USDA increased the Soviet purchase level from 16 million tons to 20 million tons on Jan. 25. Soviet purchases of U.S. wheat and corn already total over 12 million tons.



Complete Guide to Home Canning



"COMPLETE GUIDE TO HOME CANNING"

-- a new 172-page complete canning guide -- is now available from the Government Printing Office. The publication, which gives up-to-date info on the principles of safe home canning, sells for \$11. A companion publication, "Principles of Home Canning," sells for \$2.75. Each are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Copies will also be available through county or city Cooperative Extension Service offices in the Spring. Media review copies available from Marci Hilt (202) 447-4330.

BRITS KNOW MUCK -- We recently received a schedule of forthcoming events "organised" by the Royal Agricultural Society of England. One of the events, the National Farm Waste Management Demonstration (to be held at the National Agricultural Centre, Stoneleigh April 5 and 6), is titled "MUCK 89."

FROM OUR RADIO SERVICE

AGRICULTURE USA #1651 -- What is the state of affairs of the nation's farmers and ranchers? On this edition of AGRICULTURE USA correspondent Pat O'Leary talks to farmers and members of the survey team about how USDA "Takes the Pulse of American Agriculture." (Weekly 13-1/2 min. documentary)

AGRITAPE/FARM PROGRAM REPORT #1640 -- USDA news highlights; grain stocks report; the farm costs and return survey; U.S. reaches agreement on wine exports to Korea; USDA changes rule on beef grading. (Weekly reel of news features)

CONSUMER TIME #1132 -- Consumers to get leaner beef; energy conservation during winter months; salad bar costs; restructured meat products; getting more for less out of your appliances. (Weekly reel of 2 1/2-3 min. features)

UPCOMING -- Wednesday, Feb. 1, Horticultural Exports; Friday, Feb. 3, World Food Needs; Tuesday, Feb. 7, Weekly Weather and Crop Update; Wednesday, Feb. 8, Cattle Numbers, Farm Income and Finance Outlook.

Dial the USDA Radio Newsline (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

DOWN TO EARTH, AGRICULTURAL UPDATE and USDA NEWS SERVICE are available on satellite Westar IV, audio 6.2 or 6.8. As of Saturday, Jan. 28, here is the schedule:

Thursdays -- AG UPDATE/USDA NEWS SERVICE, 7:30-7:45 p.m., EST,
Transponder 12D

Saturdays -- DOWN TO EARTH, 10-10:30 a.m., EST, Transponder 10D
ORIGINAL AG UPDATE/USDA NEWS SERVICE, 10:30-11:15 a.m., EST,
UPLINK Transponder 10D

Mondays -- DOWN TO EARTH, 8-8:30 a.m., EST, Transponder 12D
REPEAT AG UPDATE/USDA NEWS SERVICE, 8:30-9:15 a.m., EST,
UPLINK Transponder 12D

OFF MIKE

NEW VOICE...at Ag Radio Network (Utica, N.Y.) is Jeff Stewart, formerly WIBX (Utica) farm broadcaster. Network president Ed Slusarczyk says Jeff will serve as vice president, general manager, and active farm broadcaster.

CONGRATULATIONS...to Cindy and Chuck Zimmerman, Florida Agrinet (Ocala), they've had big doings in their lives. Cindy gave birth Jan. 6 to Caitlin Andre, both doing fine, and the network purchased WPMC (Ocala) and will move to the station.

DISTINGUISHED SERVICE AWARD...was recently presented by the Kentucky Farm Bureau to Jack Crowner (Farm Service Radio Network, Louisville), citing his long-term volunteer leadership in rural organizations.

FOOD EDITORS...were recently provided information in a seminar for consumer media hosted in D.C. by the Beef Industry Council. Donna Schmidt (Nat. Livestock & Meat Board, Chicago) brought the Beef Belongs series to our attention.

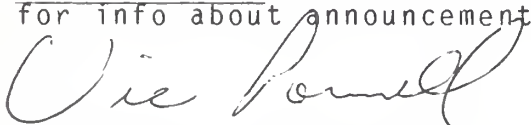
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WEATHER...in sections of the midwest this winter seems suited to wheat pests. Dry conditions and mild temperatures are conditions that could heavily impact the crop. USDA chief meteorologist Norton Strommen says there is cause for concern. Says spring rains could relieve both conditions, as last year.

AGRICULTURAL COMMUNICATORS IN EDUCATION...has selected our Marci Hilt for its first Award of Excellence in Media Relations; to be presented at Internat'l ACE meeting in Portland, Ore., July 16-20. Marci produces the other pages of this newsletter. As our broadcast liaison, she can help when you need USDA info or want to interview USDA officials.

VACANCY...for a position in the Radio & TV Division. Contact: Laura Farrior, USDA personnel office (202) 447-5833. Ask for info about announcement OGPA-89-01.



Vic Powell, Chief, Radio & Television Division.